

WRIGLEYS



Helps teeth, breath, appetite, digestion.

"Give it to me, please, Granddaddy."

"Why Bobby, if you wait a bit for it you'll have it to enjoy longer!"

"Poo-poo! That's no argument with WRIGLEYS 'cause the flavor lasts, anyway!"

—After every meal



Didn't have to Buy Them.
A little boy from a poor district and a little girl from the more comfortable part of the city sat side by side in Sunday school. The teacher said to the little girl: "Gladys, we missed you at Sunday school last Sunday." To which Gladys replied:
"Oh! I stayed home because we bought a new baby at our house."
The little boy looked up at her in surprise and remarked:
"Bought it? Huh! We got on for nothing."

All Knitting.
Jane—Do you knit?
Susie—No.
Jane—Get busy, kid; even bones knit.

"Strength is largely a matter of discovering allies."

IDEAL SILOS



Don't Keep Cows. Make Cows Keep You.

With the assistance of an IDEAL SILO in which you always find economy, convenience, strength, simplicity and sweet wholesome ensilage. The Ideal LASTS and LASTS and LASTS.

Bennett Bros. Co., 41-51 Payne St., Lowell, Mass.

Win the War by Preparing the Land Sowing the Seed and Producing Bigger Crops

Work in Joint Effort the Soil of the United States and Canada
CO-OPERATIVE FARMING IN MAN POWER NECESSARY TO WIN THE BATTLE FOR LIBERTY

The Food Controllers of the United States and Canada are asking for greater food production. Scarcely 100,000,000 bushels of wheat are available to be sent to the allies overseas before the crop harvest. Upon the efforts of the United States and Canada rests the burden of supply.

Every Available Tillable Acre Must Contribute; Every Available Farmer and Farm Hand Must Assist

Western Canada has an enormous acreage to be seeded, but man power is short, and an appeal to the United States allies is for more men for seeding operation.

Canada's Wheat Production Last Year was 225,000,000 Bushels; the Demand From Canada Alone for 1918 is 400,000,000 Bushels

To secure this she must have assistance. She has the land but needs the men. The Government of the United States wants every man who can effectively help, to do farm work this year. It wants the land in the United States developed first of course; but it also wants to help Canada. Whenever we find a man we can spare to Canada's fields after ours are supplied, we want to direct him there.

Apply to our Employment Service, and we will tell you where you can best serve the combined interests.

Western Canada's help will be required not later than May 5th. Wages to competent help, \$50.00 a month and up, board and lodging.

Those who respond to this appeal will get a warm welcome, good wages, good board and find comfortable homes. They will get a rate of one cent a mile from Canadian boundary points to destination and return.

For particulars as to routes and places where employment may be had apply to: **U. S. EMPLOYMENT SERVICE, DEPARTMENT OF LABOR**

FLOWERY CLOTHES IN WORLD AT WAR

New York.—The attempt to Dolly Vardenize our clothes began in Palm Beach in January. As soon as the French openings began in February, we, over here, learned that they, over there, had begun the same trick in costumery, asserts a prominent fashion writer.

Organdies, printed voiles and flowered chiffons were the materials used



Flowered muslin frock that shows return to English garden fashions. It is made of blue and pink muslin. Surplice body ties at back, and neck line is finished with upstanding muslin ruche.

for these frocks, which bore close kinship to a softer epoch than the one in which we take our part today.

It is of psychological interest, this introduction into women's apparel of a kind of costumery that suggests everything we are not at this hour. There may be no reason than that of tradition for us to associate flowered muslins, big taffeta sashes with bows at the back, immense English garden hats tied under the chin, and lace-covered parasols, with that part of woman's nature that deals in coquetry, the eternal appeal to masculine admiration, helplessness, and all the accentuated tricks of femininity which the world thought it had wiped out to a certain measure.

Yet we do connect these clothes and these traits. The world always looks upon a woman who is frocked in a figured muslin, her eyes shaded with a huge hat, her arms half bare and a rose at her belt, as one who is out for admiration.

The Leopard and His Spots.
There cannot arise a critic so foolish in these days as to suggest that the militant woman is not capable of looking like a Watteau shepherdess if she takes it into her mind to do so. Therefore, our surprise is not that the women of the moment should appear well in the English garden type of clothes, with which one always associates strawberries and cream, low voices, waving hair parted in the middle, and shy, almost gauche manners, but that they should elect this flowery and futile fashion at this hour.

Yet they are doing it. Both France and America are heaping figured fabrics upon its womanhood. Lace is installed again. Immense bows of taffeta ribbon, sashes of every kind; flowing, elbow sleeves; surplice necks with wide handkerchiefs of colored fabrics, are shown and worn by women who have probably spent the morning at a class in nursing at a hospital and will spend the evening at a canteen.

Isn't this a curious psychological thing? Here we have preached for two years the strengthening tendency of women to dress more and more like men in the day, and either very simply or in an Amazonian fashion in the evening.

We have tried to standardize clothes, foolishly, but earnestly, throughout all channels of dress. We know that one of the most important leagues of young women in America is circulating a petition, signed by its members, to the effect that they are to buy only three gowns a season, one for each division of the day, the price to be \$30 apiece, and the uniforms to be of standard pattern. And yet these very girls, right on top of such an endeavor as this to conserve and economize, fling themselves into flowered voiles with pink and violet taffeta sashes tied with deep bustle bows at the back, and huge hats of Milan straw heaped with flowers!

It may be that the leopard cannot change his spots, but women can certainly change her type at will. She seems to shrink and grow thin, to curve out and grow full, to stand higher or lower in her boots, and to assume at will the militant or the coquettish air. In this spring of 1918 it looks as though she were going to do all of these things at various times of the day.

Chinese Influence Preferred.

There is not much feeling of satisfaction in the adoption of Japanese clothes. Once upon a time whatever came from the Little Kingdom was eagerly seized as having artistic merit of the highest order, but times and thoughts have changed. Japanese art has been so cheaply commercialized throughout America, and its little shops outline the boardwalks of the pleasure resorts in such a prolific manner, that we prefer to go to China—the vast spaces around the Great Wall—for suggestions.

The greater designers in Paris have preferred China to Japan for half a dozen years, and we in America have made the kimono too much a part of our early-morning life, at \$2 per garment, that we may not see in this effort of the house of Cheruit an open path to beauty.

Entire Gowns of Jet.

The house of Callot has thrown its influence into many channels, and the gowns of its making, which arrived in this country later than all the others, increase the respect we must pay to jet. The woman who has cherished a frock of jet and wondered if the style would ever return in order that she might revive it into something modern, may go to the work with enthusiasm.

Callot is not the only designer who whirls jet around the wheel of fashion into the top place, but she is the one designer who introduces entire gowns of it. These are coat-of-mail creations, that cling to the figure like a glittering cuirass and whiten in a brilliant way the skin of the neck and arms, which are left uncovered. These gowns have trains of tulle or lace, and they are costly—Oh! very, very costly!

To the average mind they may seem a bit heavy for an American spring, and it is safe to say that the woman who buys a costly evening gown in April of this year 1918 will expect it to do duty through the summer season. Even our glittering birds of paradise, who heretofore floated through a forest of riches showing their plumage and thinking nothing of the cares of life, have been changed heart and soul by the war and its terrors into creatures of self-sacrifice and much higher ideas.

Choosing Green for Suits.

Another thing that the house of Callot has done to get us away from a conventional fashion is the exploitation of green for the street. It may be roughly said that there are a thousand navy blue gowns to a hundred of any other color, and, admirable as dark blue is, the world grows a bit



Organdie redingots of corn color, tucked and trimmed with Val lace and worn over a narrow corn satin slip. Belt of Nattier blue taffeta. Straw hat, with crown of organdie.

wear of the monotonous procession of gowns in this color which moves to and fro from France to Alaska. We cry aloud for something else. We are like the heroine of the novel, who passionately wished for just a thread of scarlet in her costume to make her believe that there was happiness and gaiety in the world.

Callot gives us green to quiet our nerves. She gives us a chance to get away from navy blue and still remain demurely and soberly frocked.

(Copyright, 1918, by the McClure Newspaper Syndicate.)

Separate Skirts.

Many novelty skirts are being taken, as well as the staple numbers, says the Drygoods Economist. Silks and satins are having a considerable vogue, and there is a good demand for stripes, checks and plaids in these fabrics.

Skirts of foulard and of crepe de chine are favored to some extent. The medium-priced skirt continues to be found in poplins, serges, gabardines and tricootines. Checked and striped worsteds and woollens are selling readily.

Meat is as Necessary as Steel and Ships

Food is the first essential of the fighting forces.

The American farmer and the packer have met every war emergency, and have promptly furnished an adequate supply of wholesome meat.

No other industry can claim a better record of war time efficiency.

Swift & Company has shipped to the United States Government and the Allied Nations,

Over 12,000,000 Pounds (400 carloads) per week, of beef, pork, and lard, since January 1, 1918.

In one week recently we shipped 24,000,000 Pounds (800 carloads) and the demand is increasing.

Our profits are limited by the Food Administration to 9 per cent on investment in the meat departments. (This means about 2 cents on each dollar of sales.) No profit is guaranteed.

We are co-operating with the Government to the best of our ability.

Swift & Company 1918 Year Book, containing many interesting and instructive facts, sent on request. Address, Swift & Company, Union Stock Yards, Chicago, Illinois

Swift & Company U. S. A.

Subtle Reasoning.

My little grandson is quite a hand for "reasoning from analogy," and the other day was asking what his family name was. I told him his father's ancestors came from England, Wales and Scotland, while his mother's were English and Irish. He then asked: "Grandma, what was your name before you were married?" I answered "Lyon."

He considered a moment and then said: "So I suppose you came from Africa?"—Chicago Tribune.

Naturally.

"What does that sign mean, 'Let All Observe Careless Days?'" "It belongs to a chiropodist."

Mean Insinuation.

"Harold proposed to me last night." "There! He told me he was going to throw his life away."

Our most exclusive circles—silver dollars.

The intellectual type of beauty is heard but not seen.

Signs of Spring.

"What makes you so uneasy? Is your conscience troubling you?" "No, winter underwear."

Save the Calves!
Stamp ABORTION Out of Your Herd and Keep It Out!
Apply treatment yourself. Small expense. Write for free booklet on Abortion, "Questions and Answers." State number of cattle in herd.
Dr. David Roberts Tel. Co., 100 Grand Avenue, Waukesha, Wis.

Absolutely Nothing Better than Cuticura for Baby's Tender Skin
Soap 25c. Ointment 25 and 50c.

American Dollar Flag
Sun fast, rain proof Taffeta, 6 feet long, double-stitched sewed stripes; free delivery by parcel post on receipt of factory price, \$1.00 including pole, ball and gilded holder, \$1.35. Send for free catalogue of flags and decorations. We make more and better flags than any other concern in the world. Prices advance before the war.
AMERICAN FLAG MFG. CO., EASTON, PA.

It is a fact that every cup of

"SALADA" TEA

possesses that unique flavour of freshness that has made it famous for more than a quarter of a century.

Buy Copper Stocks For Investment

We mean the low priced coppers like Nixon-Nevada

It sold last March at 26c a share, this March at \$1.06 a share, and we expect it will sell at \$10.00 a share. United Verde sold at \$1.00 per share, and as high as \$45 per share. You now have the same chance for profit in Nixon-Nevada.

We will be pleased to fill any orders and will carry Nixon-Nevada on margin

SEND FOR THE CURB BAROMETER

Eastman & Company

Mills Building NEW YORK CITY

Stock Exchange and Bank References

Newport Building BOSTON, MASS.